



Shop Early

Our success and high position in the clothing world comes from the better things we offer in merchandising—better quality, better service and an unconditional guarantee of your satisfaction at all times. Our earnest endeavor is to constantly merit your confidence in us.

Shop Early



# The Store for Christmas Buyers

We Lead Them All With Appropriate Gifts

There's never been a time when this store entered the Holiday season so splendidly equipped and prepared to supply every masculine need, want and desire—from the boy of three to the man of seventy-three. Please remember, also, that (in addition to this store's recognized supremacy in quality, assortments and value-giving) we will gladly give you any suggestions or information which will render your gift choosing easier or more enjoyable. We're here to SERVE you—the whole great store is completely at your service.

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The House of Kuppenheimer  
Chicago

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## This is the Home of \* Fine Overcoats \*

Coats for every occasion and every sort of wear. Assortments and values that give us clear title to the distinction of "headquarters." Prices, \$15 to \$25.

### Hats and Caps

are here in greater values than ever before—better values too—and that's saying much.

Cloth and Plush Caps.....50c to \$1.50  
Fur Caps.....\$2.50 to \$5.00  
Seal Caps.....\$10 to \$20

### Gift Boxes Free

With purchases of 50c or more in Neckwear, Gloves, Hosiery, Mufflers, Suspenders and kindred lines

SHOES FOR GIFTS—You couldn't give a more useful or practical gift than a pair of Crossett or Dr. Reed's Cushion Shoes



## Fur Coats for Men

From \$18 to \$30

Ladies' Fur Coats.....\$8.50 to \$30

### The Boy's Gift

The very best present that you could think of would be a new suit or overcoat. The choicest lines that we ever have shown awaits your choosing now. \$2 to \$7.50

Suit Cases.....\$1 to \$8  
Traveling Bags.....\$1.50 to \$10

## J. I. ROSENTHAL

## ....Our Haberdashery Section....

is brimming with gifts. We're just going to print a list of suggestions and emphasize THIS—your assurance and "HIS" of newness, absolute correctness, Peerless Quality.

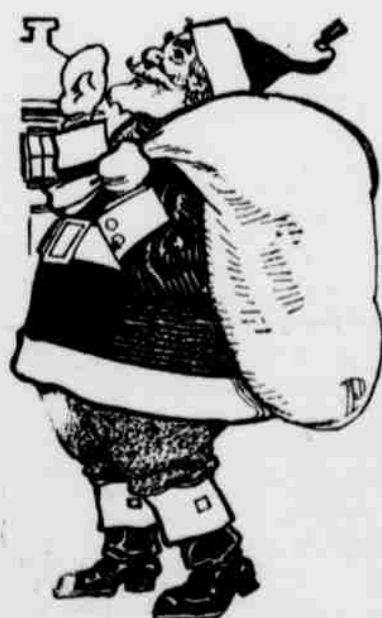
Mufflers and Reefers, 50c to \$1.50  
Neckwear, all styles, 50c to \$1  
Silk Handkerchiefs, 25c and 50c  
Gift Umbrellas, up to \$5  
Fancy Vests, \$1.50 to \$7.50  
Suspenders and Garter Sets, \$1 and \$1.50  
Garters, in gift boxes, 25c and 50c  
Garter and Arm Band Sets, 25 and 50c  
Lisle and cotton Hose, 25 and 50c  
Silk Hose, 50c  
White or Fancy Shirts, \$1 to \$1.50  
Flannel Shirts, \$1 to \$1.50  
Night Shirts, 50c to \$1.50  
Gloves, lined and unlined, 50c to \$2.50  
Knit Gloves, 50c to \$1  
Hose and Tie Sets, \$1  
Scarf Pins and Cuff Links, 50c to \$1.50  
Pin and Link Sets, 25c to \$1.50  
Sweater Coats, 50c to \$6.50  
Underwear, 50c to \$3 suit  
Fur Mitts, 50c to \$3.00  
Hose, Tie and Handkerchief, 10 to 50c  
Vest Watch Chains, 25c to \$2  
"Everwear" guaranteed hose, 6 pair 6 months, \$2

# SANTA'S SACK

Comes but once a year, but

## \* A Sack of Yale Pride \*

should be a welcome visitor every time you need flour.  
Any grocer will put a sack on your table by request.



Make the foundation of  
the dressing of Yale  
....Pride bread crumbs....

Finish off the bread with  
good yellow corn. A  
car will be in this week

We wish all our friends and patrons the compliments of  
the season, and hope it a merry one, and that prosperity be with you the coming year.

# YALE MILLING CO.

## Bethlehem Town by EUGENE FIELD

As I was going to Bethlehem town  
Upon the earth I cast me down  
All underneath a little tree  
That whispered in this wise to me:  
"Oh, I shall stand on Calvary  
And bear what burthen saveth thee!"

As up I fared to Bethlehem town  
I met a shepherd coming down,  
And thus he quoth: "A wondrous sight  
Hath spread before mine eyes this night,

An angel host most fair to see,  
That sung full sweetly of a tree  
That shall uplift on Calvary  
What burthen saveth you and me."

And as I gat to Bethlehem town,  
Lo, wise men came that bore a crown.  
"Is there," cried I, "in Bethlehem  
A King shall wear this diadem?"  
"Good sooth," they quoth, "and it is he  
That shall be lifted on the tree  
And freely shed on Calvary  
What blood redeemeth us and thee."

Unto a Child in Bethlehem town  
The wise men came and brought the crown,  
And, while the infant smiling slept,  
Upon their knees they fell and wept,  
But with her babe upon her knee,  
Naught recked that Mother of the tree  
That should uplift on Calvary  
What burthen saveth all and me.

Again I walk in Bethlehem town  
And think on him that wears the crown.  
I may not kiss his feet again  
Nor worship him as I did then.  
My King hath died upon the tree  
And hath outpoured on Calvary  
What blood redeemeth you and me.



The Late Eugene Field

## THE SEASON FOR TACT.

Thoughtlessness in Yuletide Gifts Often Shatters Friendships.

Many a pleasant friendship has been broken by ignorance of good form in gift making. Many a social career has been nipped in the bud by a present ill chosen or wrongly sent.

If you are rich and have some friend who has lost her money be careful that your gift does not reflect your knowledge of her financial straits. Remember that somehow she will manage to buy the obviously necessary thing, while her heart still hungers for the dainty, the luxurious touches of life.

Again, there is the wealthy friend of your family to whom you brought letters of introduction when you came to town. She has not taken you into the bosom of her family, but occasionally at her large and general functions she has entertained you. Choose no gorgeous gift in such a case. Rather send her a beautiful flower on Christmas morning with a well worded greeting or the newest book about which her world is surely talking.

## MERRY CHRISTMAS, BABY.

Merry Christmas, baby, with life just begun!  
Years of rosy footsteps, blithely may they run.  
Childhood yet beyond these proffers fun and play  
Farther on the shadows lie—oh, so far away!  
Sunlight shimmers o'er thee from the morning skies  
Heaven smiles before thee in thy mother's eyes.  
Laughing in her arms, baby, in that light divine  
Love, the sweetest life can give, is this moment thine.  
—Helen Holt in Leslie's Weekly.

## THEY ALL WORK FOR SANTA.

Fathers, Mothers, Grandparents and Children Who Make Toys.

Though Santa Claus begins getting ready for the next Christmas the minute he unharnesses his reindeer, yet he never could make enough toys to go around if he did not have a lot of people to help him.

In Germany there are several villages where everybody works at toy-making, not only the mothers, fathers and children, but even grandmothers and grandfathers. For generations these families have made toys—dolls, tin soldiers, doll furniture, little wooden wagons and wooden animals of all kinds. In many homes the children begin helping in this work when they are so small they can hardly sit at the common working table. Often a whole family will earn only 90 cents a day.

Miss Simington is prepared to take sewing by the day. Call at the residence of Warren Broadway.

Subscribe for the Expositor.